Laurie Gelb
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Before joining Trellist in 2007, Laurie was a Fortune 50 client and has long consulted to B2B, B2C and not-for-profit organizations. For Trellist's engagement to produce the 2009-2011 Delaware State Travel Guide, she wrote the Guide's features. Other location marketing clients have included the [Houston Economic Development Council](), [Trammell Crow]() and [Moody Gardens]() (Galveston Island). She is widely published on decision support, interactive media and survey methods.

Laurie has spoken to groups such as the Advertising Research Foundation, Consumer-Directed Health Care Summit and Southern Association for Public Opinion Research. She first presented on Web site design at the National Center for Supercomputing Applications conference in 1994.

Laurie has judged international television and video for the American Marketing Association, and Web sites for the eHealthcare Leadership Awards. She earned her Master's in Public Health at the University of Texas and is a faculty blogger at mcolblog.com.